

Jan Peter "JP" Bergkvist

Sustainability advisor, author and owner of SleepWell AB



Jan Peter "JP" Bergkvist has been active in the field of sustainable business at an executive level in the hospitality industry since the early nineties.

15 years with Scandic with the last 9 years in an executive management position including 4 years with Hilton International in the role of Director of Environmental Sustainability.

In January 2009 he stepped back from his position as Vice President Sustainable Business at Scandic to a role of senior advisor, working in his own business SleepWell AB. In 2010 he published the book Sustainability in Practice – a fast guide for business leaders followed in 2013 by the Swedish guidebook to ISO 20121 and in 2014 by the sustainability guide for the Swedish tourism industry, published by Visita, the Swedish hospitality industry association.

He is a director of the board of Ecolabelling Sweden (the Nordic Swan) GMIC Sweden and Fairtrade Sweden. Jan Peter also serves as chairman of the Stockholm Water Prize Founders Council and Swedish Artists for the Environment. He is a member of the advisory panel of International Tourism Partnership in London, ITP.

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